CLAIMS

What is claimed is:

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- An isolated, non-canonical zinc finger binding protein comprising one or more 1. 5 non-canonical zinc finger components that bind to a target sequence.
 - The isolated zinc finger binding protein of claim 1, wherein the target sequence 2. is a nucleic acid sequence.
 - The isolated zinc finger binding protein of claim 1, wherein the target sequence 3. is an amino acid sequence.
 - The isolated zinc finger binding protein of claim 2, wherein the target sequence 4. is DNA.
 - The isolated zinc finger binding protein of claim 2, wherein the target sequence 5. is RNA.
- To we will see the first to 20 6. The isolated zinc finger binding protein of claim 1, wherein the amino acid sequence of one or more of the zinc finger components is selected from the group consisting of: X_3 - \mathbf{B} - X_{2-4} -Cys- X_{12} -His- X_{1-7} -His- X_4 ; X_3 -Cys- X_{2-4} - \mathbf{B} - X_{12} -His- X_{1-7} -His- X_4 ; X_3 -Cys- X_{2-4} - X_1 - X_2 - X_2 - X_2 - X_3 - X_2 - X_3 - X_3 - X_3 - X_4 - X_3 - X_4 - X_4 - X_4 - X_3 - X_4 - $Cys-X_{12}-\textbf{Z}-X_{1-7}-His-X_4;\ X_3-Cys-X_{2-4}-Cys-X_{12}-His-X_{1-7}-\textbf{Z}-X_4;\ X_3-\textbf{B}-X_{2-4}-\textbf{B}-X_{12}-His-X_{1-7}$ $X_4;\ X_3\textbf{-B-}X_{2-4}\textbf{-Cys-}X_{12}\textbf{-Z-}X_{1-7}\textbf{-His-}X_4;\ X_3\textbf{-B-}X_{2-4}\textbf{-Cys-}X_{12}\textbf{-His-}X_{1-7}\textbf{-Z-}X_4;\ X_3\textbf{-Cys-}X_{2-4}\textbf{-B-}X_{1-7}\textbf{-Z-}X_2,\ X_3\textbf{-Z-}X_2,\ X_3\textbf{-Z-}X_3$ $X_{12}\textbf{-}\mathbf{Z}\text{-}X_{1-7}\textbf{-}His\textbf{-}X_4;\ X_3\textbf{-}Cys\textbf{-}X_{2-4}\textbf{-}\mathbf{B}\textbf{-}X_{12}\textbf{-}His\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_4;\ X_3\textbf{-}Cys\textbf{-}X_{2-4}\textbf{-}Cys\textbf{-}X_{12}\textbf{-}\mathbf{Z}\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_4;\ X_3\textbf{-}Cys\textbf{-}X_{2-4}\textbf{-}Cys\textbf{-}X_{12}\textbf{-}\mathbf{Z}\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_4;\ X_3\textbf{-}Cys\textbf{-}X_{2-4}\textbf{-}Cys\textbf{-}X_{12}\textbf{-}\mathbf{Z}\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_4;\ X_3\textbf{-}Cys\textbf{-}X_{2-4}\textbf{-}Cys\textbf{-}X_{12}\textbf{-}\mathbf{Z}\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_4;\ X_3\textbf{-}Cys\textbf{-}X_{2-4}\textbf{-}Cys\textbf{-}X_{12}\textbf{-}\mathbf{Z}\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_4;\ X_3\textbf{-}Cys\textbf{-}X_{2-4}\textbf{-}Cys\textbf{-}X_{12}\textbf{-}\mathbf{Z}\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_4;\ X_3\textbf{-}Cys\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_{1-7}\textbf{-}\mathbf{Z}\textbf{-}X_1,\ X_3\textbf{-}Cys\textbf{-}X_1,\ X_3\textbf{-}Cys\textbf{-}X_1,\$ $X_3 - Cys - X_{2-4} - \textbf{B} - X_{12} - \textbf{Z} - X_{1-7} - \textbf{Z} - X_4; \ X_3 - \textbf{B} - X_{2-4} - Cys - X_{12} - \textbf{Z} - X_{1-7} - \textbf{Z} - X_4; \ X_3 - \textbf{B} - X_{2-4} - \textbf{B} - X_{12} - \text{His} - X_{1-7} - \textbf{Z} - X_{1 Z-X_4$; $X_3-B-X_{2-4}-B-X_{12}-Z-X_{1-7}-His-X_4$; and $X_3-B-X_{2-4}-B-X_{12}-Z-X_{1-7}-Z-X_4$, wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
 - 7. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -B- X_2 -4-Cys- X_{12} -His- X_1 -7-His- X_4 , wherein X is any 30 amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.

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- 8. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -Cys- X_{2-4} - \mathbf{B} - X_{12} -His- X_{1-7} -His- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- 9. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -Cys- X_2 -4-Cys- X_{12} -Z- X_{1-7} -His- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- 10. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -Cys- X_{2-4} -Cys- X_{12} -His- X_{1-7} - \mathbb{Z} - X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- 11. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -B- X_2 -d-B- X_{12} -His- X_1 -d-His- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- 12. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -B- X_2 -4-Cys- X_{12} -Z- X_{1-7} -His- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- 13. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -B- X_2 -4-Cys- X_{12} -His- X_{1-7} -Z- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- 14. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -Cys- X_{2-4} -B- X_{12} -Z- X_{1-7} -His- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.

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- 15. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -Cys- X_2 -4- \mathbf{B} - X_{12} -His- X_{1-7} - \mathbf{Z} - X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X₃-Cys-X₂₋₄-Cys-X₁₂-**Z**-X₁₋₇-**Z**-X₄, wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
 - 17. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -Cys- X_{2-4} -B- X_{12} -Z- X_{1-7} -Z- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
 - 18. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -B- X_2 -Cys- X_{12} -Z- X_{1-7} -Z- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
 - 19. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -B- X_2 -B- X_{12} -His- X_{1-7} -Z- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
 - **20.** The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X_3 -B- X_2 -4-B- X_{12} -Z- X_{1-7} -His- X_4 , wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- 21. The isolated zinc finger binding protein of claim 6, wherein the zinc finger component comprises the sequence X₃-B-X₂₋₄-B-X₁₂-Z-X₁₋₇-Z-X₄, wherein X is any amino acid, B is any amino acid except cysteine and Z is any amino acid except histidine.
- 22. The isolated zinc finger binding protein of claim 1, wherein the target sequence 30 is in a plant cell.

- 23. The isolated zinc finger binding protein of claim 1, wherein the target sequence is in an animal cell.
- 24. The isolated zinc finger binding protein of claim 23, wherein the target sequence is in a human cell.
 - 25. The isolated zinc finger binding protein of claim 1, wherein the target sequence is a promoter sequence.
- 10 **26.** The isolated zinc finger binding protein of claim 1, comprising three zinc finger components.
 - 27. The isolated zinc finger binding protein of claim 1, wherein the target sequence comprises about 9 to about 14 contiguous base pairs.
 - 28. The isolated zinc finger binding protein of claim 26, wherein the third finger component comprises a non-canonical zinc finger component
- 29. The isolated zinc finger binding protein of claim 1, comprising a modified 20 plant ZFP backbone.
 - 30. An isolated polynucleotide encoding a zinc-finger binding protein according to claim 1.
- 25 31. An expression vector comprising the polynucleotide of claim 30.
 - 32. A host cell comprising the polynucleotide of claim 30.
- 33. A fusion polypeptide comprising: (a) an isolated zinc finger binding protein according to claim 1 and (b) at least one functional domain.

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- 34. The fusion polypeptide of claim 33, wherein the functional domain is a repressive domain.
- 35. The fusion polypeptide of claim 34, wherein the repressive domain is selected
 from the group consisting of KRAB, MBD-2B, v-ErbA, MBD3, TR and members of the DNMT family.
 - 36. The fusion polypeptide of claim 35, wherein the functional domain is an activation domain.
 - 37. The fusion polypeptide of claim 36, wherein the activation domain is selected from the group consisting of VP16, p65 subunit of NF-kappa B, and VP64.
 - 38. The fusion polypeptide of claim 37, wherein the functional domain is selected from the group consisting of an insulator domain, a chromatin-remodeling protein or a methyl-binding domain.
 - 39. An isolated polynucleotide encoding the fusion polypeptide of claim 33.
 - 40. An expression vector comprising the polynucleotide of claim 39.
 - 41. A host cell comprising the polynucleotide of claim 39.
- 42. A method of modulating expression of a gene, the method comprising the step of contacting a region of DNA with a fusion molecule according to claim 33.
 - **43.** The method of claim 42, wherein the zinc finger binding protein of the fusion molecule binds to a target site in a gene encoding a product selected from the group consisting of vascular endothelial growth factor, erythropoietin, androgen receptor, PPAR-γ2, p16, p53, pRb, dystrophin and e-cadherin.

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- 44. The method of claim 42, wherein the functional domain comprises a repressive domain.
- 45. The method of claim 44, wherein the repressive domain is selected from the
 group consisting of KRAB, MBD-2B, v-ErbA, MBD3, TR and members of the DNMT family.
 - 46. The method of claim 42, wherein the functional domain comprises an activation domain.
 - 47. The method of claim 46, wherein the activation domain is selected from the group consisting of VP16, p65 subunit of NF-kappa B, and VP64.
 - 48. The method of claim 42, wherein the functional domain is selected from the group consisting of an insulator domain, a chromatin-remodeling protein or a methyl-binding domain.
 - 49. The method of claim 42, wherein the gene is in a plant cell.
 - 50. The method of claim 42, wherein the gene is in an animal cell.
 - 51. The method of claim 50, wherein the gene is in a human cell.
- 52. A pharmaceutical composition comprising a non-canonical zinc finger protein according to claim 1 and a pharmaceutically acceptable excipient.